

ORDER



Orders
Order / Rev: 704364
Alt Order #: 06262029
Product Desc: AMERICANS FOR PROSP.
Estimate: 1158
Flight Dates: 08/15/12 - 08/21/12
Original Date / Rev: 09/24/12 / 09/24/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Mentzer Media Services/ POL
Buying Contact:
Billing Contact:
 600 Fairmount Ave. Suite 306
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Americans For Prosperity
Demographic: A35+
Product Codes: IS-Candidate/Presidential,IS-Candidate/
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/21/12	33	\$47,225.00	\$40,141.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	33	\$47,225.00	\$40,141.25	0.00
Totals	33	\$47,225.00	\$40,141.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	08/15/12	08/17/12	M-F 5-6p Dr. Phil	CM	5p-6p	--WTF--	:30	3	\$650.00	P-2	0.00	NM	3	\$1,950.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--WTF--			3			\$650.00		0.00			
2	WKYC	08/15/12	08/17/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	--WTF--	:30	3	\$1,800.00	P-2	0.00	NM	3	\$5,400.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--WTF--			3			\$1,800.00		0.00			
3	WKYC	08/15/12	08/17/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	--WTF--	:30	3	\$3,000.00	P-2	0.00	NM	3	\$9,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--WTF--			3			\$3,000.00		0.00			
4	WKYC	08/15/12	08/17/12	Tonight Show Tonight Show	CM	1135p-1237a	--WTF--	:30	4	\$600.00	P-2	0.00	NM	4	\$2,400.00
2X TH 1X W,F															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--WTF--			4			\$600.00		0.00			
5	WKYC	08/15/12	08/18/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	--WT-S-	:30	3	\$2,800.00	P-2	0.00	NM	3	\$8,400.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	--WT-S-			3			\$2,800.00		0.00			

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Advertiser: Americans For Prosperity
 Product Desc: AMERICANS FOR PROSP.
 Estimate: 1158
WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WKYC	08/18/12	08/18/12	Sat Prime B Sat Prime B	CM	9-10p (9:00 PM-10:00 PM)	-----S-	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S-		1				\$1,400.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	NKYC	08/13/12-08/19/12	Sat Prime B		9-10p	(9:00 PM-10:00 PM)-----Sa--	:30		(\$1,400.00)		0.00	NM		
		See MG 6.2													
	2	NKYC	08/13/12-08/19/12	Sat Prime Other		Various	-----Sa--	:30		\$1,400.00		0.00	NM		
		Ⓜ MG for 6.1 08/18													
7	WKYC	08/18/12	08/19/12	SS 9-1030a Channel 3 News 9am Sa/Su	CM	9a-1030a Sa/Su	-----SS	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----SS		1				\$850.00		0.00			
8	WKYC	08/19/12	08/19/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S		1				\$850.00		0.00			
9	WKYC	08/19/12	08/19/12	Su 12-1230p Channel 3 News at Noon Su	CM	12-1230p /Su	-----S	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S		1				\$450.00		0.00			
10	WKYC	08/20/12	08/20/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	M-----		1				\$850.00		0.00			
11	WKYC	08/20/12	08/21/12	M-F 9-10a Today II Today Show II	CM	9a-10a	MT-----	:30	2	\$375.00	P-2	0.00	NM	2	\$750.00
	1X PER DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	MT-----		2				\$375.00		0.00			
12	WKYC	08/20/12	08/20/12	M-F 10-11a M-F 10-11a	CM	10a-11a	M-----	:30	1	\$225.00	P-2	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	M-----		1				\$225.00		0.00			
13	WKYC	08/20/12	08/21/12	M-F 5-6p Dr. Phil	CM	5p-6p	MT-----	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00
	1X PER DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	MT-----		2				\$650.00		0.00			
14	WKYC	08/20/12	08/21/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	MT-----	:30	2	\$1,800.00	P-2	0.00	NM	2	\$3,600.00
	1X PER DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	MT-----		2				\$1,800.00		0.00			
15	WKYC	08/20/12	08/20/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	M-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	M-----		1				\$3,000.00		0.00			
16	WKYC	08/20/12	08/21/12	Tonight Show Tonight Show	CM	1135p-1237a	MT-----	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
	1X PER DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	MT-----		2				\$600.00		0.00			
17	WKYC	08/20/12	08/21/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	MT-----	:30	2	\$2,800.00	P-2	0.00	NM	2	\$5,600.00
	1X PER DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	MT-----		2				\$2,800.00		0.00			
Totals														33	\$47,225.00